

## AMENDMENT TO THE CLAIMS

Please **CANCEL** claims 1-20; and

Please **ADD** claims 21-40 as follows.

This listing of claims will replace all prior versions, and listings, of claims in the application.

### **Listing of Claims:**

1-20. (Canceled)

21 (New) A method for tailoring information to characteristics of an information user, comprising:

passing a request object containing at least one profile element to an arbiter;

actively selecting, by analysis of the at least one profile element, a

personalization engine from a plurality of personalization engines by the arbiter, the arbiter refining and altering a selection based on a number and type of the profile element;

accessing a content database to retrieve a personalized content object identified by the personalization engine selected by the arbiter; and

passing with the arbiter the personalized content object to an application program,

wherein the arbiter comprises an expert system that is one of rule based, model based, and knowledge based.

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22. (New) The method of claim 21, further comprising using the arbiter for on-line shopping.

23. (New) The method of claim 21, wherein the application program is a web browser.

24. (New) The method of claim 21, further comprising sending the request object over a communication network.

25. (New) The method of claim 24, wherein the communication network is the Internet.

26. (New) The method of claim 21, further comprising:  
accessing a profile database that stores profile elements associated with the request object;  
retrieving from the profile database at least one profile element associated with the request object; and  
including in the request object the at least one profile element retrieved from the profile database.

27. (New) The method of claim 21, wherein the plurality of personalization engines comprises at least two personalization engines selected from the group

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consisting of a rule-based personalization engine, a predictive-modeling personalization engine, and a collaborative filtering personalization engine.

28. (New) The method of claim 21, further comprising the arbiter analyzing at least one of a date of the request object, a user identity, a user shopping history, and a user usage path.

29. (New) Apparatus for tailoring information to characteristics of an information user, the apparatus comprising:

an arbiter for accepting and analyzing a request object, the arbiter refining and altering a selection based on a number and type of at least one profile element contained in the request object;

a plurality of personalization engines for selecting at least one personalized content object from a content database;

the arbiter selecting a personalization engine from the plurality of personalization engines, and the selected personalization engine selects the at least one personalization content object from the content database; and

the arbiter passing the personalized content object to an application program, wherein the arbiter comprises an expert system that is one of rule based, model based, and knowledge based.

30. (New) The apparatus of claim 29, further comprising output logic for passing the at least one personalization content object to an application program over a communication network.

31. (New) The apparatus of claim 30, wherein the communication network is the Internet.

32. (New) The apparatus of claim 30, wherein the application program is a web browser.

33. (New) The apparatus of claim 29, wherein the arbiter is configured to receive a request object from a user and a profile element from a profile database.

34. (New) The apparatus of claim 29, wherein the arbiter is configured to analyze at least one of a date of the request object, a user identity, a user shopping history, and a user usage path.

35. (New) A method for tailoring information delivered to a user, comprising:  
selecting with an arbiter a personalization engine by analysis of at least one profile element;

selecting with the personalization engine a personalized content object to tailor information provided to the user; and

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using the arbiter for on-line shopping,  
wherein the arbiter comprises an expert system that is one of rule based, model based, and knowledge based.

36. (New) The method of claim 35, further comprising the arbiter receiving a request object from a user, and sending the selected personalized content object to the user's application program.

37. (New) The method of claim 36, wherein the application program is a web browser.

38. (New) The method of claim 35, further comprising the arbiter receiving a profile element from a profile database.

39. (New) The method of claim 35, further comprising sending the request object over a communication network.

40. (New) The method of claim 39, wherein the communication network is the Internet.